HEAT, EAT OR FEEL CLEAN: NOT A CHOICE
OUR 2022 IMPACT AT A GLANCE

SECURED THE MOST-NEEDED PRODUCTS, EMPOWERING DIGNITY AND CONFIDENCE FOR 345,000 PEOPLE EACH WEEK.

POWERED 3,995 CHARITABLE ORGANISATIONS ACROSS THE COUNTRY, UNLOCKING £17.7 MILLION IN SAVINGS, ENABLING THEM TO DO MORE WITH LESS AT A TIME WHEN RESOURCES ARE STRETCHED TO THE LIMIT.

EMPOWERED OUR CHARITABLE NETWORK TO REACH MORE PEOPLE, DELIVER MORE SERVICES, AND BUILD STRONGER PARTNERSHIPS. WE DELIVERED OVER £14 IN SOCIAL IMPACT FOR EACH £1 WE SPENT.*

WORKED WITH 99 CORPORATE PARTNERS, 28 FOR THE FIRST TIME.

LAUNCHED GROUND-BREAKING NEW RESEARCH, CREATING A ROADMAP TO ADDRESS THE ROOT CAUSES OF HYGIENE POVERTY.

AMPLIFIED THE VOICES OF OUR NETWORK THROUGH OUR CAMPAIGNS, COVERAGE IN 66 MEDIA ARTICLES, VIEWED 112.5 MILLION TIMES, HELPING DRIVE NEW DONATIONS AND NETWORK REGISTRATIONS.

*Research commissioned from NEF in 2022 for data from 2021
We helped 345,000 people each week, more than we supported at the height of the pandemic.

We empowered dignity and confidence. 78% of our network said our products helped the people they support feel valued and cared for.

It is embarrassing for families to say they cannot afford toilet rolls so offering these out to people without them having to ask, allows them a sense of dignity and keeping respect. – Somerford Youth and Community Centre

The products from In Kind Direct have allowed a family to keep their clothes and bedding clean. This small change has improved the wellbeing of everyone who took part. Receiving donated products improved the mental health of a family, the parents realised that people actually care, and they’re not alone in the world with their worries. – The Archer Community Trust
### PRODUCTS DISTRIBUTED

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Quantity</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tampons and period pads</td>
<td>1,814,560</td>
<td>Enabling almost 90,730 periods with dignity</td>
</tr>
<tr>
<td>Shower gel and bars of soap</td>
<td>220,650</td>
<td>Enough to keep 220,650 people clean and confident for a month</td>
</tr>
<tr>
<td>Toilet rolls</td>
<td>1,160,540</td>
<td>Enough to help 38,685 families for a month</td>
</tr>
<tr>
<td>Laundry cleaning products</td>
<td>928,390</td>
<td>Enough to supply clean clothes for over 136,660 families for a month</td>
</tr>
<tr>
<td>Bottles of handwash and sanitiser</td>
<td>301,400</td>
<td>Enough to clean over 13,490,000 pairs of hands</td>
</tr>
<tr>
<td>Packs of biscuits and hot drinks</td>
<td>2,540,140</td>
<td>Enabling communities to bring people together, tackling isolation</td>
</tr>
<tr>
<td>Tubes of toothpaste</td>
<td>276,720</td>
<td>Enough to keep 206,850 people smiling</td>
</tr>
<tr>
<td>Nappies</td>
<td>601,460</td>
<td>A week’s supply for over 13,670 happy babies (and families)</td>
</tr>
</tbody>
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We powered 3,995 charitable organisations across the country, unlocking £17.7 million in savings, enabling our network to do more with less at a time when resources are stretched to the limit.

- 1,429 new organisations joined our charitable network, a 50% increase on 2021
- 52% say the savings enable them to deliver services and activities to more people.
- 54% say products help to improve their ability to respond to a crisis

By providing products supplied by In Kind Direct at reduced rates has enabled our funds to go further and provide support to more families than we would ever be able to. We have donated items to families that are struggling financially and through lack of support from government organisations, by providing them with items that they would have to ‘make do’ and go without. – Blessing in Disguise

66% say savings they make allow them to help more people with more products
25% say products increase the diversity of people accessing services

12% say products help as a gateway to other support services

When people come to us to collect their products, they often share other problems/issues they are having regarding abuse, debt, mental health issues etc. This enables us to refer them onto other support services we don't provide. – Adira CIC

14% say products help improve relationships with other organisations
We have been partners with In Kind Direct for 24 years, to get our products into the hands of families and individuals furthest away from being able to go into a shop and buy them. We believe clean is a feeling everyone should have, and we're proud to stand with In Kind Direct in being a force for clean. Alongside donating a million toilet rolls this year, we are committed to being part of the change to the systems that make this necessary. – Matt Stone, Marketing Director – Family Care, Kimberly-Clark

WE LAUNCHED GROUND-BREAKING NEW RESEARCH WITH OUR HUMAN RIGHT TO HYGIENE REPORT, CREATING A ROADMAP WITH CONCRETE STEPS TO ADDRESS THE ROOT CAUSES OF HYGIENE POVERTY, MADE POSSIBLE THROUGH OUR PARTNERSHIP WITH ANDREX.

WE ACTED ON DIGITAL POVERTY, LAUNCHING THE TECH4SCHOOLS INITIATIVE WITH THE LEARNING FOUNDATION, TEACH FIRST AND AMAZON UK, PROVIDING LOW-INCOME SCHOOLS WITH NEW DEVICES, DIGITAL SKILLS TRAINING AND TECH SUPPORT.
It is a real battle just keeping healthy food on people’s tables these days, particularly for those living in poverty. Thanks to In Kind Direct, Tesco and Unilever, we are helping to maintain people’s dignity by adding items like deodorant to people’s food/household packs. – Beyond Limits, Durham

**OUR CAMPAIGNS**

**POWERED BY KIND** SHONE A SPOTLIGHT ON FOUR OF OUR FANTASTIC NETWORK ORGANISATIONS AND TOLD STORIES OF THE POWER OF PRODUCT-GIVING, TO ENABLE DIGNITY AND CONFIDENCE AND IMPROVE WELLBEING. SUPPORTING 1,738 CHARITABLE ORGANISATIONS WITH A 158% UPLIFT IN SIGN-UPS TO OUR NETWORK.

**WARMTH THIS WINTER** RAISED AWARENESS OF THE IMPOSSIBLE CHOICES FAMILIES FACE AND HELPED DRIVE DONATIONS OF ESSENTIAL PRODUCTS FOR THE WINTER MONTHS.

**UNILEVER X TESCO** WITH OUR LONG-STANDING CORPORATE PARTNER UNILEVER, WE LAUNCHED A NEW PROMOTION ACROSS 750 TESCO STORES TO HELP TACKLE HYGIENE POVERTY. SUPPORT FROM TESCO SHOPPERS WAS OVERWHELMING, AND OVER 400,000 PERSONAL CARE PRODUCTS WERE DONATED AS A RESULT, WITH A DIRECT IMPACT FOR OUR CHARITABLE NETWORK OVER AN ALREADY CHALLENGING WINTER.
WE AMPLIFIED THE VOICES OF OUR NETWORK THROUGH OUR CAMPAIGNS, SECURED COVERAGE IN 66 MEDIA ARTICLES, VIEWED 112.5 MILLION TIMES. WE APPEARED IN 10 NATIONAL MEDIA TITLES, 10 CHARITY TRADE TITLES, AND ACHIEVED 41 BROADCAST MOMENTS, HELPING DRIVE NEW DONATIONS, NETWORK REGISTRATIONS AND BRAND AWARENESS.

A SPECIAL THANK YOU TO EVERYONE WHO WORKED WITH US THIS YEAR. INCLUDING OUR CHARITABLE NETWORK AND OUR GENEROUS CORPORATE AND THIRD-SECTOR PARTNERS.